

VISION 21 IMPLEMENTATION COMMITTEE
MINUTES, JULY 6, 2006
(Accepted, August 3, 2006)

Members present: Austin Bliss, Donna Brescia, Vin DeNovellis, Kirk Hazlett, Sara Oaklander, Jennifer Page, Ann Rittenberg, Paul Santos, Paul Solomon

Members absent: Meg O'Brien, Jay Szklut

The chair, Jennifer Page, called the meeting to order at 7:05 pm.

1. Adminstrivia

*The committee welcomed new member Kirk Hazlett.

*The minutes of the June 15, 2006 meeting were approved unanimously after some non-substantive corrections.

2. Updates and announcements

2.1 The Neighbors network will be holding its annual "Meet Belmont" on Tuesday, August 29 from 6-8:30pm in the High School cafeteria. Jennifer asked for help setting up and during the meeting.

2.2 The Vision Committee will meet during the summer on July 20, August 3 and August 17.

3. Draft of revised policy for VIC co-sponsoring events.

The draft was approved unanimously.

4 Continuation of discussion on planning for public input/conversations

Sara Oaklander led this part of the meeting.

In a brainstorming session, the group added to the list generated at the June 15 meeting a number of items to implement the three previously agreed-upon goals for increasing public awareness of the Vision.

These implementing ideas were re-grouped and the combined action items from this and the previous meeting were assigned to the goals as follows:

GOAL I: INFORM AND EDUCATE PEOPLE ABOUT THE VISION (one-way communication—"pushing" information)

Use the Town's website

Use channel 8/"infomercials"

Create giant display or story boards

A series of articles in the Citizen Herald

Electronic sign boards

Decorate a vehicle; a "vision mobile"

Cable TV: elements of the vision moving on the screen in creative ways

Pocket cards

Inserts in tax/utility bills

Crossword puzzles or games in the newspaper

Town day: vision trivia or scavenger hunt

Vision road race

Logo, newsletter, mascot (like the Farmer's Market)

GOAL II: DETERMINE PRIORITIES-WHAT ASPECTS OF THE VISION MATTER MOST TO PEOPLE. [combined with...]

GOAL III: ENGAGE PEOPLE/ENCOURAGE PARTICIPATION IN WORKING TOWARDS THE VISION (two-way communication—interacting):

Bring people together to discuss each topic or the Vision as a whole

Hang on wall: “things going on”, or “things we wish were going on”

Conduct a series of community meetings

Bring the Vision to Town Meeting

Create opportunities for deep dialogue

A series of TV “spots”: questions, e.g.: “Are we doing what we can to become a welcoming community?”

A photography contest

A poetry contest

An essay contest

At the High School, a mock trial or debate about the Vision

Survey priorities

THE FOLLOWING ITEMS WERE GROUPED UNDER ALL THE ABOVE GOALS COMBINED:

Invent a transportable format that we can “take on the road”(e.g.: Meet Belmont, Town Meeting, Library book sale)

Create an adult education course

Involve BHS students

Use electronic/internet based communication

150th anniversary

Create own website

Real life stories (illuminating Vision elements)

Series of potluck suppers or coffees in homes

Go to meetings of existing groups

“I got the Vision” T-shirts

Selectmen declare “Vision Day” (everyone must meet one new person)

Athletic team shirts: “This is our Vision”

Thanksgiving football game tradition

Paul Santos suggested that answering the question: “Why should people care about the Vision?” should be added to the goals.

After extensive discussion, most members of the committee felt the question was either unanswerable or it did not need to be answered, and it was decided not to add it to the goals.

NEXT STEPS.

Paul Solomon, as secretary pro tem, will list in the minutes all of the new and previously generated ideas, and will group them under the appropriate goals. Sara will take the lead in thinking about the next meeting and will work with Jennifer and perhaps others to formulate next steps that will guide our work in the next meeting.

The meeting was adjourned at 9:00pm.

Respectfully submitted,

Paul Solomon,
Secretary, Pro Tem.